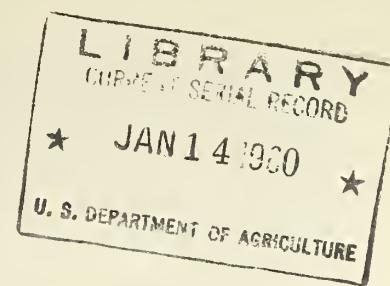


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CONSUMER PURCHASES OF



SELECTED FRUITS AND JUICES

OCTOBER 1959

CPFJ-93

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

December 1959

Based on data collected by the Market Research Corporation of America.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
OCTOBER 1959

By Clive E. Johnson
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Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Consumers purchased substantially more fresh oranges and fresh grapefruit in October 1959, the first month of the new crop marketing year, than in October 1958. Purchases of frozen concentrated orange juice remained at about the same rate as in September, but there was a substantial increase over the small volume of a year earlier. Canned grapefruit juice gained some from October 1958, but all other items reported were purchased in smaller volume. Household purchases of prune juice, tomato juice, miscellaneous frozen concentrated juices, and miscellaneous canned single-strength juices declined moderately. Chilled orange juice, canned orange drink, pineapple-grapefruit drink, and pineapple juice were down 14 to 20 percent. Purchases of canned grapefruit sections and canned orange juice dropped 26 to 37 percent below October 1958. In most instances, the loss in volume was associated with fewer families buying.

Retail prices in October 1959 were higher than the 1954-56 October (pre-freeze) averages, except for fresh grapefruit which was about 4 cents cheaper. The indicated orange crop for 1959-60 is 3 percent larger than for 1958-59 and 1 percent larger than the 1954-56 average, but the grapefruit crop is indicated to be 2 percent below the previous year and the pre-freeze average.

Changes in the Consumer Purchase Reports.--Purchase data for fresh lemons, lemon products, shelf-pack orangeade, and the detail of purchases of fresh oranges and fresh grapefruit by area of production were not obtained after September 1959. Purchases of miscellaneous canned single-strength fruit drinks, however, will be reported beginning with October 1959 and these data, together with those for orange drink and pineapple-grapefruit drink will provide information on total purchases of canned fruit drinks.

The monthly series will be maintained, and a report on purchases by family characteristics will be issued for the 6-month period, April-September 1960. Data on purchases by regions and retail outlets will be obtained and published for the first quarter of 1960 only.

FROZEN AND CHILLED JUICES

Household consumers purchased about 4.6 million gallons of frozen concentrated orange juice in October 1959. This was a 22-percent gain over the low October 1958 volume, and by virtue of a 1-percent increase over the preceding

month it was the largest monthly volume since January 1958. 1/ Despite the gain, October purchases were only about 90 percent of the 1954-56 (pre-freeze) average for the month. The average size of purchase per buying family was about 6.9 6-ounce cans, and 27 percent of the Nation's families bought. These represented declines from October 1954-56 of 7 percent in the size of purchase and of about 3 percentage points in the proportion of families buying. Retail prices averaged 22.2 cents per can, about the same as in the 3 preceding months, but 2.6 cents less than in October 1958. The 3-year average October price was 16.6 cents (table 4, fig. 13).

Retail sales of frozen concentrated juices other than orange, at about 728,000 gallons, were 9 percent below a year earlier. These frozen juices were bought at an average price of 19.4 cents per 6-ounce can, nearly the same as in October 1958 (table 12).

Purchases of chilled orange juice dropped 14 percent from October 1958 to about 1.5 million gallons, the lowest reported since mid-1958. The decline was associated with a decrease in the average buying family's purchase from about 3.9 to 3.2 quarts. Consumers paid 42.7 cents for the average quart of chilled orange juice, 0.4 cent less than in September when prices were the highest reported in the 3-year series, but 0.9 cent higher than a year earlier (table 5).

CANNED SINGLE-STRENGTH JUICES

Sales of canned orange juice for home use, at 626,000 cases, were only about two-thirds of the October 1958 volume and the 1954-56 average for the month. The average purchase per buying family, about 1.9 46-ounce cans, was a little smaller than a year earlier, and the 6 percent of families that bought was about 3 percentage points lower. Retail prices at 45.5 cents per can were 6 cents higher than in October 1958 and 12 cents higher than the 3-year average for the month (table 6).

Retail sales of canned grapefruit juice, at about 729,000 cases, were little more than in October 1958. For families buying, purchases averaged 2.2 46-ounce cans, 12 percent more than a year earlier, but this gain was nearly offset by a decline in the number of families buying. The average price paid was 31.2 cents per can, 3.8 cents less than a year earlier but about 6 cents higher than the 3-year average (table 7).

About 975,000 cases of pineapple juice were purchased at retail in October 1959, 19 percent less than a year earlier. The average size of the buying family's purchase remained at about 1.9 46-ounce cans but the proportion of families buying dropped from about 11 to 9 percent. Consumers paid 31.4 cents per can, 1 cent more than a year earlier (table 8).

Household purchases of prune juice dropped 8 percent from October 1958 to about 562,000 cases. The average size of the buying family's purchase remained at about 2.3 quarts. But, like other canned juices, prune juice was bought

1/ Data in this report are for 28-day periods to facilitate comparisons.

by a smaller proportion of families. Prices paid, at 43.4 cents per quart bottle, were 6.7 cents higher than a year earlier (table 9).

Purchases of tomato juice for home use increased sharply over the preceding month to about 1.8 million cases, and buying lacked but little of reaching the high volume of October 1958. The decline from a year earlier was associated with a decrease in the proportion of families buying that more than counterbalanced a larger average size of purchase. Prices paid averaged 26 cents per 46-ounce can, 1.8 cents less than a year earlier, and 0.5 cent less than the 3-year average for October (table 10).

Consumers bought about 1.3 million cases of miscellaneous canned juices, 11 percent less than a year earlier. ^{2/} In all, October purchases of canned juices amounted to about 6 million cases, a drop of 13 percent from October 1958 (table 11).

CANNED SINGLE-STRENGTH DRINKS

October retail sales of canned orange drink fell to 331,000 cases, far below October 1958. ^{3/} The size of purchase per buying family was steady at about 2.6 46-ounce cans, but the proportion of families buying declined sharply. Prices paid averaged 30.2 cents per can, about 1 cent higher than a year earlier, and 3 cents higher than average (table 13, fig. 14).

The proportion of families buying pineapple-grapefruit drink dropped about 2 percentage points (22 percent) in October 1958, and purchases fell to 763,000 cases, 18 percent below a year earlier and the lowest since April 1958. Buying family purchases at about 2.1 46-ounce cans were slightly larger than a year earlier. Retail prices were up 0.7 cent to 30.7 cents per can (table 14).

Information on consumer purchases of miscellaneous canned fruit drinks, (other than orange and pineapple-grapefruit) were obtained for the first time in October 1959. Purchases of these drinks totaled about 1.2 million cases. About 10 percent of the Nation's families bought, making an average size of purchase of 2.2 46-ounce cans. Prices charged were about 36 cents per can (table 12).

FRESH AND CANNED FRUIT

About 1.2 million boxes of fresh oranges were bought in retail stores in October, two-thirds more than the abnormally low volume of October 1958. Nonetheless, the quantity purchased was about 18 percent less than the 1954-56 average for the month. About 26 percent of the Nation's families bought, compared with about 16 percent buying in the preceding October. The average buying

^{2/} Purchases of miscellaneous and total canned juices as reported in table 11 have been revised, as some drinks were classified as juices. The data for miscellaneous juices have also been revised to include lemon juice, which was separately reported prior to October 1959.

^{3/} This product was previously reported as canned single-strength orangeade.

family bought about 22 oranges, 8 percent more than a year earlier. Prices paid were down about 12 cents from October 1958 to 52.6 cents per dozen. The indicated orange crop for 1959-60 is about 3 percent larger than a year earlier and about 1 percent larger than the 1954-56 (pre-freeze) average (table 15).

Household consumers bought about 4 times as many fresh grapefruit in October as a year earlier and 50 percent more than the 3-year average for the month. The gain was associated with earlier movement of Florida fruit. The 1.2 million boxes bought reflected an average purchase of 8 grapefruit for 22 percent of the Nation's families. The average size of purchase per buying family was the largest reported in the 8 years this information has been available and the proportion of families buying was more than double that of a year earlier. Prices charged by retailers averaged 93 cents per dozen, 41 cents less than in the preceding October, and 3.8 cents less than the 3-year average. The indicated 1959-60 grapefruit crop is about 2 percent smaller than the preceding crop or the 1954-56 average.

October purchases of canned grapefruit sections dropped 27 percent from a year earlier to 252,000 cases. The average buying family's purchase, at 3.3 No. 303 cans, was 7 percent smaller and there was a decline of more than 1 percentage point in the proportion of families buying. Retail prices were up slightly from a year earlier to 20.5 cents per can (table 17).

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, October 1959 and 1958

Commodity	Total purchases			Purchases per buying family			Families buying			Average price paid per actual unit		
	October 1959		Change, 1959-58	October 1959		Quantity per purchase	October 1959		October 1958	October 1959		Unit
	Gallons	Percent	Number	Number	Ounces	Ounces	Percent	Percent	6-oz.	6-oz.	Doz.	Doz.
FROZEN CONCENTRATED JUICES:												
Orange	4,560	3.743	22	2.1	2.2	19.7	17.4	26.9	24.4	22.2	29.4	24.8
Miscellaneous	728	801	-9			14.8	13.6			19.4	19.5	
Total	5,288	4,544	16									
CHILLED ORANGE JUICE												
	1,539	1,782	-14	2.8	3.3	36.9	37.8	3.7	3.6	32-oz.	42.7	41.8
CANNED SINGLE-STRENGTH JUICES:												
	1,000	1,000	cases 1/	cases 1/								
Orange	626	996	-37	1.7	1.7	50.4	54.2	6.1	9.1	46-oz.	45.5	39.1
Grapefruit	729	706	3	1.5	1.6	68.1	57.2	6.1	6.6	46-oz.	31.2	35.0
Pineapple	975	1,201	-19	1.4	1.4	62.9	62.0	9.2	11.6	46-oz.	31.4	30.5
Prune	562	613	-8	1.8	1.8	40.6	40.2	6.4	7.1	32-oz.	43.4	36.7
Tomato	1,786	1,867	-4	1.5	1.5	66.3	62.4	15.3	17.0	46-oz.	26.0	27.8
Miscellaneous 2/	1,289	1,453	-11	1.7	41.1			15.7		46-oz.	37.8	
Total	5,967	6,836	-13									
CANNED SINGLE-STRENGTH DRINKS:												
Orange	331	408	-19	1.6	1.7	73.4	68.7	2.3	3.1	46-oz.	30.2	29.3
Pineapple-grapefruit	763	935	-18	1.4	1.4	69.5	67.2	6.6	8.5	46-oz.	30.7	30.0
Miscellaneous fruit	1,199		1.7			59.2		10.0		46-oz.		36.0
CANNED GRAPEFRUIT SECTIONS												
	252	345	-27	1.5	1.5	35.4	38.0	4.5	5.7	16-oz. 3/	20.5	20.3
FRESH FRUIT:												
	1,000	1,000	boxes									
Oranges	1,241	750	65	1.9	1.9	11.4	10.6	25.5	16.3	Doz.	52.6	64.7
Grapefruit	1,205	291	314	1.7	1.4	4.7	3.7	22.1	9.0	Doz.	93.0	134.0
Tangerines		4/				4/		.2		Doz.	4/	

1/ Equivalent cases of 24 No. 2 cans. 2/ October 1958 purchases revised. 3/ Equivalent No. 303 can. 4/ Too few purchases reported for analysis.

Omission of entry indicates data are not available.

Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.		1,176		2,796		526		352		4,850
Dec.		2,474		2,513		469		314		5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.		2,585		2,968		475		356		6,384
Feb.		2,623		3,016		484		378		6,501
Mar.		2,465		2,970		416		355		6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.		2,466		2,980		440		346		6,232
May		1,976		2,768		389		343		5,476
Jun.		1,401		2,724		357		311		4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.		992		2,640		373		323		4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

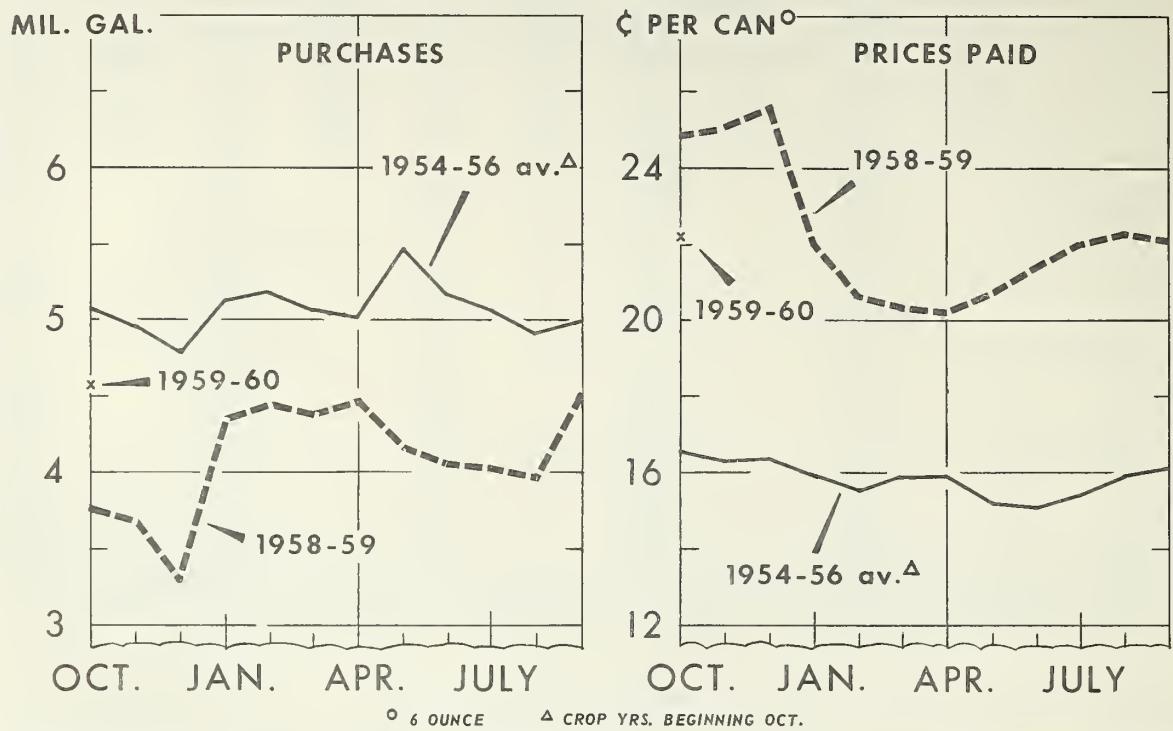
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.		1,243		495		194		1,932
Dec.		1,664		375		142		2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.		2,105		446		158		2,709
Feb.		2,376		432		159		2,967
Mar.		2,178		505		144		2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.		1,958		647		167		2,772
May		1,383		648		144		2,175
Jun.		774		523		168		1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.		312		495		199		1,006
Aug.		200		481		196		877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-59(10) AGRICULTURAL MARKETING SERVICE

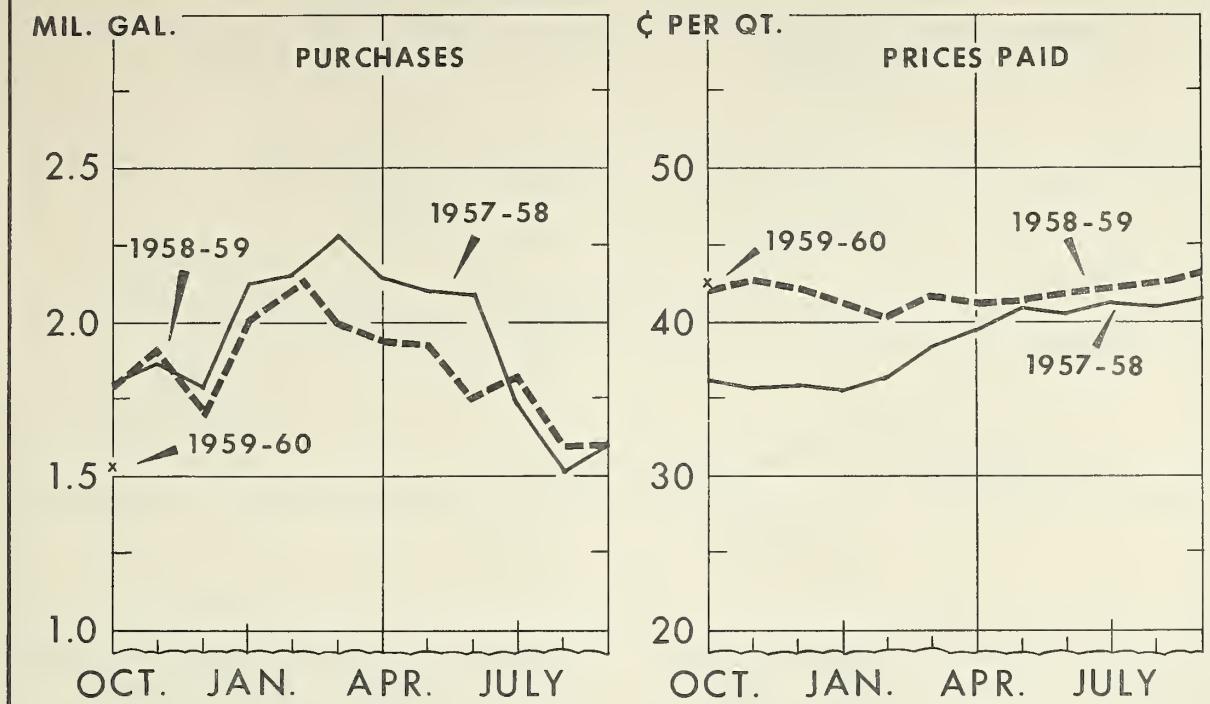
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	: Average			: Average			: Average		
	1959-60	1958-59	1954-55	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55
	1956-57	1956-57	1956-57	1956-57	1956-57	1956-57	1956-57	1956-57	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.		3,646	4,955		24.1	31.2		25.0	16.3
Dec.		3,276	4,751		22.4	29.3		25.5	16.4
Oct.-Dec.	11,465	15,902							
Jan.		4,364	5,122		25.8	27.9		22.0	15.9
Feb.		4,436	5,179		26.2	28.0		20.5	15.5
Mar.		4,367	5,043		26.1	26.7		20.3	15.8
Oct.-Mar.	25,707	32,579							
Apr.		4,448	5,006		25.8	25.2		20.2	15.8
May		4,131	5,441		24.8	24.2		20.7	15.2
Jun.		4,066	5,147		25.9	23.5		21.3	15.1
Oct.-Jun.	39,221	49,479							
Jul.		4,018	5,061		24.5	22.9		22.0	15.4
Aug.		3,971	4,897		24.5	23.0		22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season	52,870	65,680						22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646-59(10) AGRICULTURAL MARKETING SERVICE

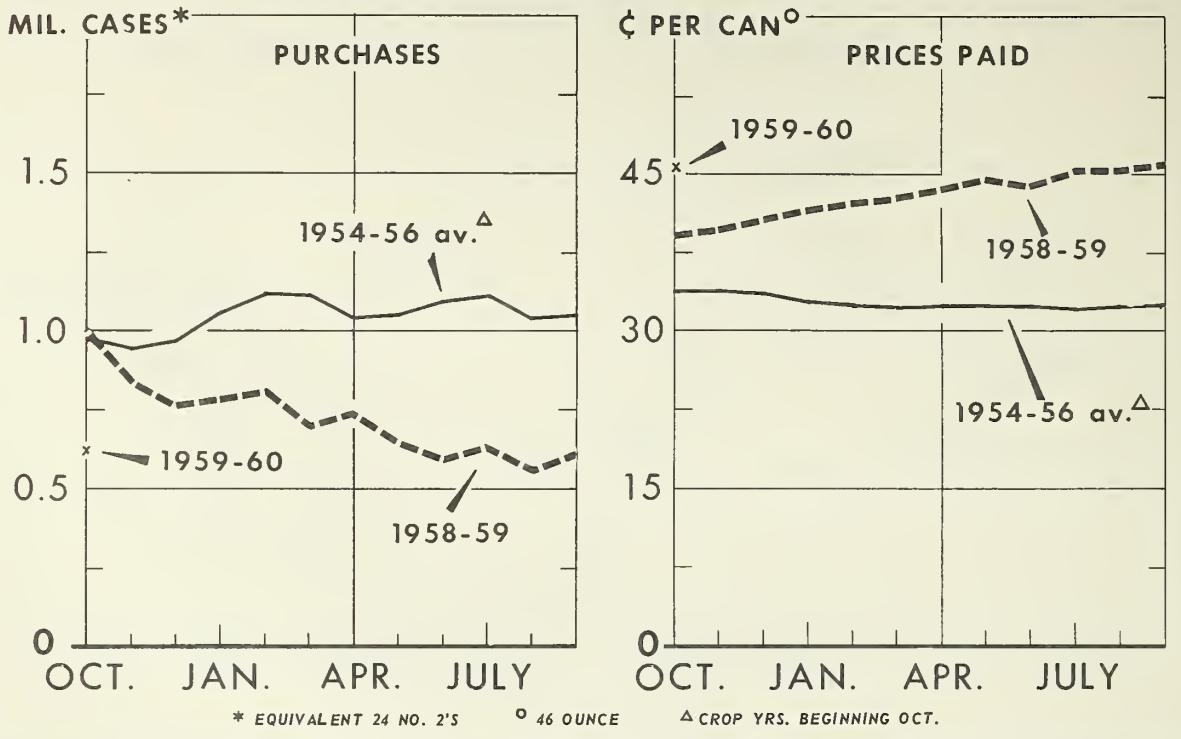
Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 2/	Cents 3/
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,911	1,869			3.5	4.1		42.5	35.8
Dec.	1,706	1,786			3.4	3.5		42.1	35.9
Oct.-Dec.	5,749	5,958							
Jan.	2,002	2,129		4.4	4.3		41.2	35.4	
Feb.	2,124	2,163		4.8	4.7		40.2	36.4	
Mar.	1,993	2,277		4.4	4.8		41.6	38.4	
Oct.-Mar.	12,343	13,153							
Apr.	1,942	2,147		4.1	4.4		41.2	39.6	
May	1,925	2,099		4.1	4.2		41.4	40.9	
Jun.	1,748	2,087		3.9	4.0		41.9	40.4	
Oct.-Jun.	18,385	19,944							
Jul.	1,815	1,714		4.0	3.4		42.1	41.2	
Aug.	1,585	1,516		3.5	3.3		42.4	41.0	
Sep.	1,602	1,600		3.4	3.2		43.1	41.4	
Season	23,765	25,247					41.8	38.4	

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649-59(10) AGRICULTURAL MARKETING SERVICE

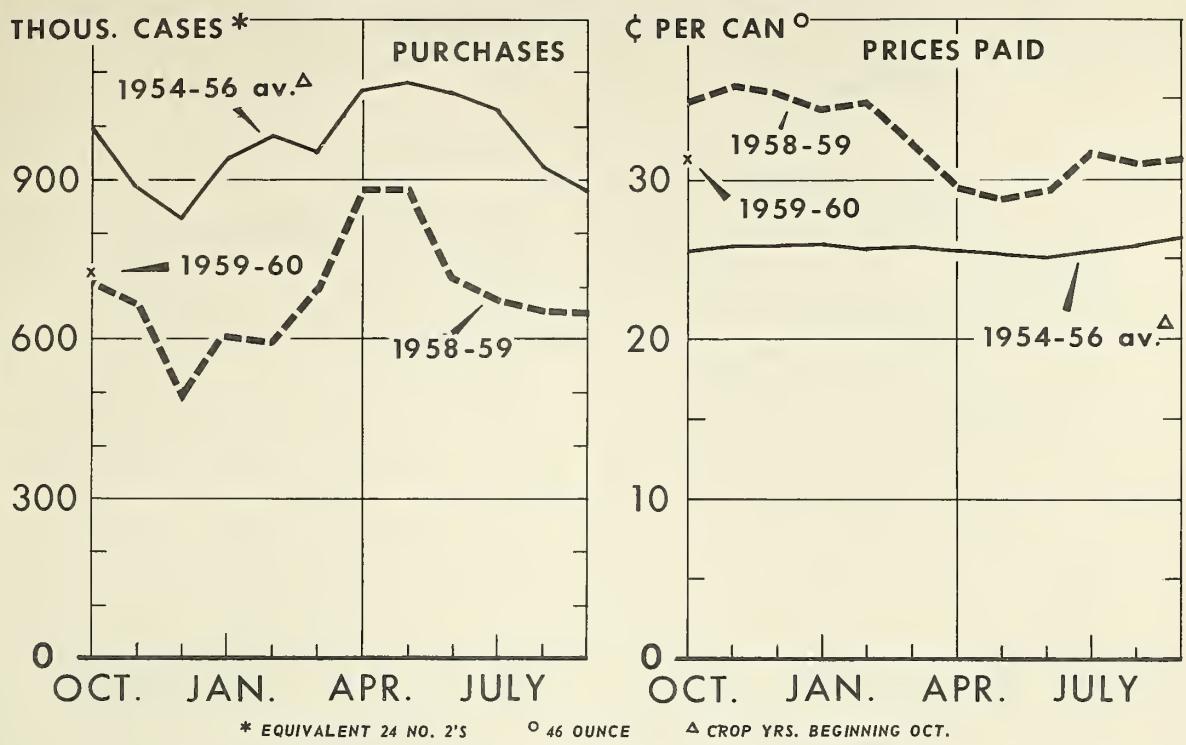
Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average :			: 1958-59 : 1954-55/			: Average :		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.		846	944		8.4	11.5		39.9	33.8
Dec.		754	968		7.5	9.6		40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.		791	1,055		7.6	11.8		41.6	32.7
Feb.		806	1,118		8.0	11.0		42.2	32.3
Mar.		694	1,113		6.7	11.8		42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.		734	1,033		7.0	11.4		43.5	32.4
May		650	1,046		6.3	11.0		44.5	32.3
Jun.		596	1,087		6.2	11.0		44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.		623	1,110		6.3	10.4		45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-59(10) AGRICULTURAL MARKETING SERVICE

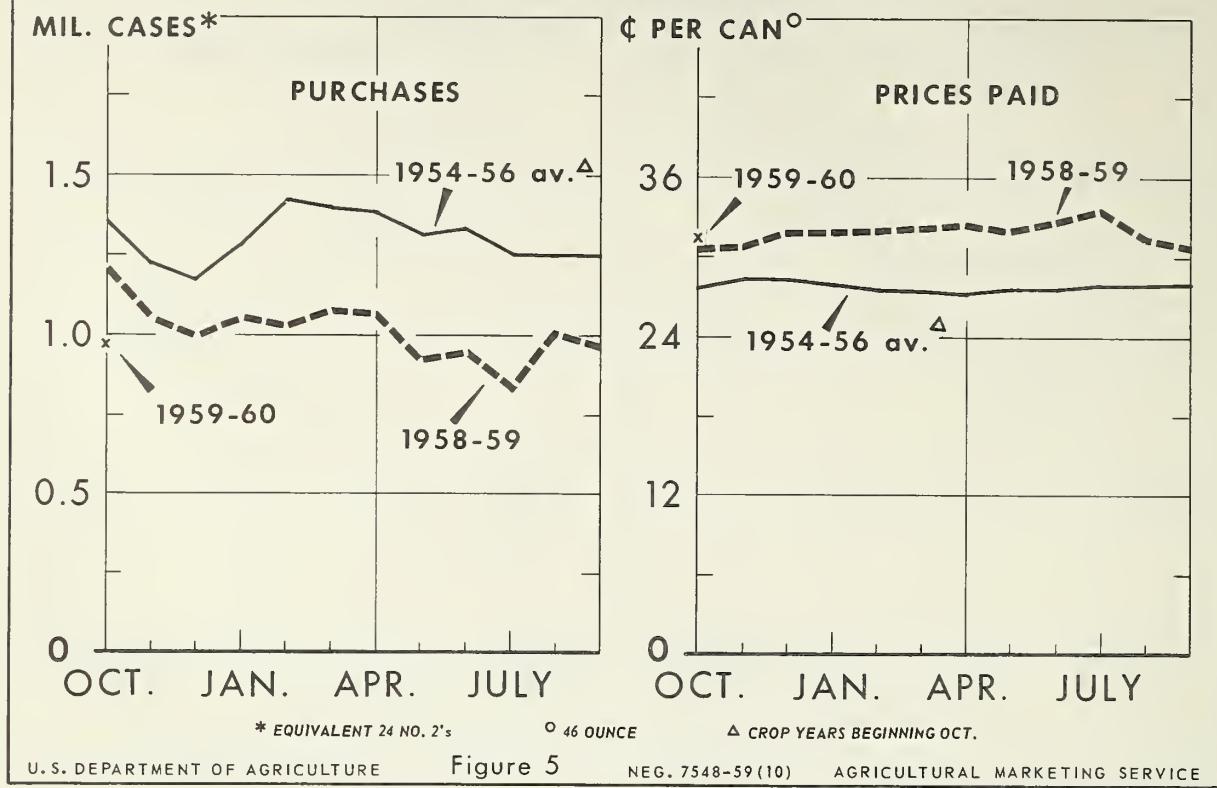
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average :			: 1959-60 : 1958-59 : 1954-55 : 1959-60 : 1958-59 : 1957-58 : 1959-60 : 1958-59 : 1954-55/			: 1956-57 :		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.		663	883		5.8	7.8		35.7	25.9
Dec.		502	824		5.1	6.6		35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.		609	938		5.8	8.5		34.5	25.9
Feb.		590	983		5.7	7.7		34.8	25.7
Mar.		689	950		6.5	6.9		32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.		880	1,069		7.3	7.8		29.6	25.7
May		882	1,083		7.5	7.4		28.8	25.4
Jun.		712	1,063		6.3	7.2		29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.		671	1,032		5.8	6.1		31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548-59(10)

AGRICULTURAL MARKETING SERVICE

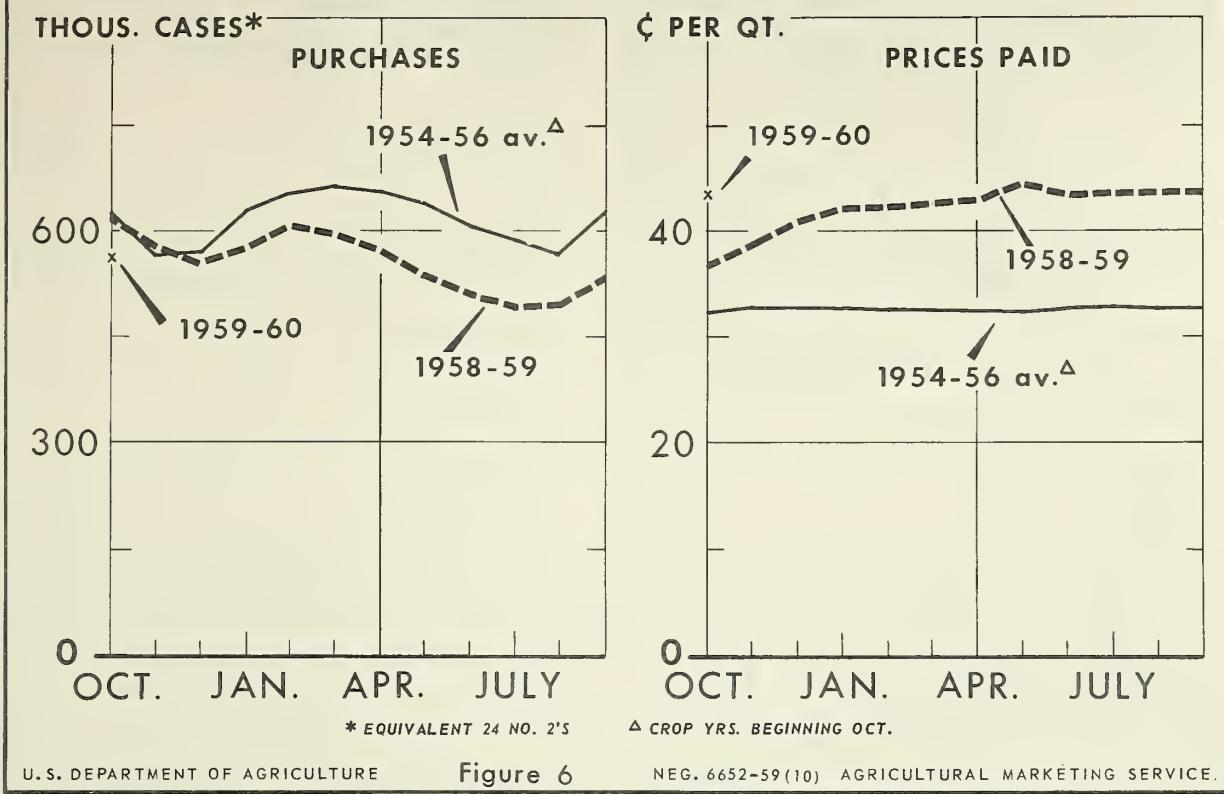
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average			: Average			: Average		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.		1,056	1,220		10.4	12.9		30.8	28.4
Dec.		997	1,174		9.7	11.0		32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.		1,056	1,285		10.4	12.1		31.9	28.1
Feb.		1,029	1,424		10.0	12.4		32.1	27.7
Mar.		1,079	1,400		10.4	12.4		32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.		1,066	1,388		10.6	11.8		32.5	27.4
May		926	1,312		9.3	12.6		32.1	27.7
Jun.		941	1,335		9.4	12.3		32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.		836	1,253		8.7	12.1		33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-59(10) AGRICULTURAL MARKETING SERVICE.

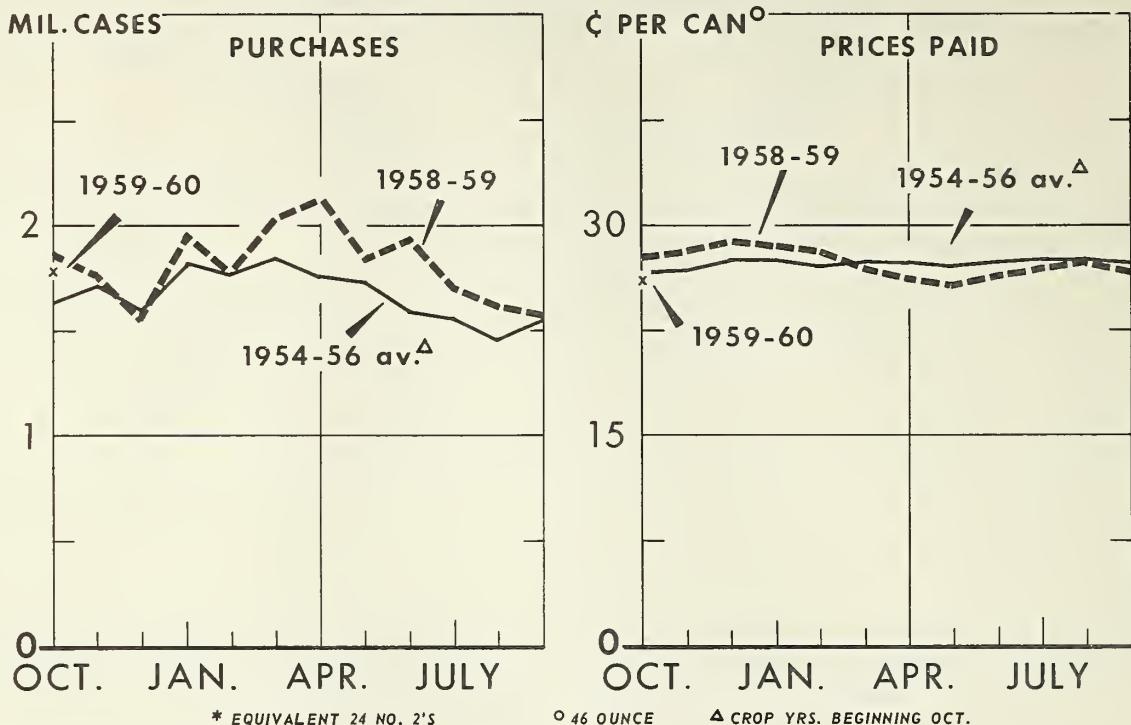
Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per quart		
	:			:			:		
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.		578	562		7.0	7.4		38.9	32.8
Dec.		552	569		6.7	7.3		40.5	32.7
Oct.-Dec.	1,859	1,872							
Jan.		572	629		7.1	7.7		42.0	32.7
Feb.		608	651		7.3	7.5		42.3	32.7
Mar.		596	660		6.9	7.6		42.6	32.6
Oct.-Mar.	3,768	3,972							
Apr.		572	653		6.9	7.4		42.9	32.4
May		536	636		6.3	7.0		44.2	32.4
Jun.		507	603		6.0	6.7		43.2	32.6
Oct.-Jun.	5,477	6,011							
Jul.		492	585		6.3	6.8		43.4	32.9
Aug.		494	566		6.1	6.5		43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season	7,148	7,923						41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653-59(10) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	Average			Average			Average		
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.		1,759	1,720		16.3	20.9		28.1	26.9
Dec.		1,560	1,582		15.9	16.1		28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.		1,952	1,818		18.1	18.8		28.5	27.4
Feb.		1,795	1,773		17.6	18.1		28.0	27.0
Mar.		2,033	1,846		18.1	18.1		26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.		2,127	1,755		18.5	18.6		26.0	27.2
May		1,846	1,715		16.0	17.4		25.6	27.0
Jun.		1,933	1,593		16.9	17.1		26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.		1,712	1,553		15.0	17.2		26.9	27.5
Aug.		1,621	1,449		14.2	14.5		27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season		23,491	21,657					27.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period 2/	Miscellaneous canned juices 3/				All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	
	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	
October	1,289	1,453		5,967	6,836		
November		1,455			6,357		
December		1,379			5,744		
January		1,547			6,527		
February		1,571			6,399		
March		1,536			6,627		
April		1,476			6,855		
May		1,598			6,438		
June		1,508	1,694		6,197	6,122	
July		1,378	1,616		5,712	5,706	
August		1,280	1,494		5,610	5,390	
September		1,244	1,305		5,561	5,202	

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, lemon, orange, pineapple, prune and tomato juices.

4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

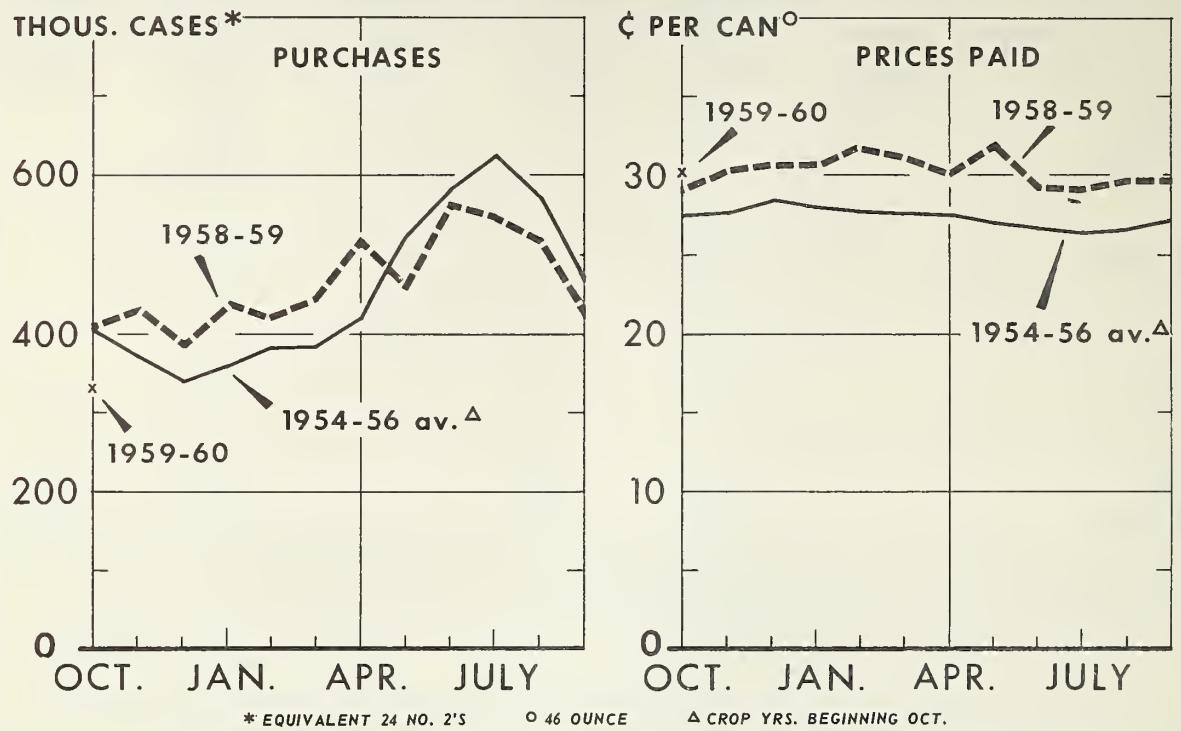
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period 1/	Miscellaneous frozen concentrated juices 2/				Miscellaneous canned fruit drinks 3/		
	Purchases		Prices paid per 6 ounce can		Purchases		Prices paid per 46 ounce can
	1959-60	1958-59	1959-60	1958-59	1959-60	1959-60	1959-60
	1,000 gallons	1,000 gallons	cents	cents	1,000 cases 4/		cents
October	728	801	19.4	19.5	1,199		36.0
November		791		19.9			
December		707		20.3			
January		642		19.7			
February		655		19.6			
March		690		19.7			
April		756		19.4			
May		740		19.1			
June		801		18.9			
July		734		18.9			
August		670		19.0			
September		625		19.2			

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. Data were first available in October 1959. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-59(10) AGRICULTURAL MARKETING SERVICE

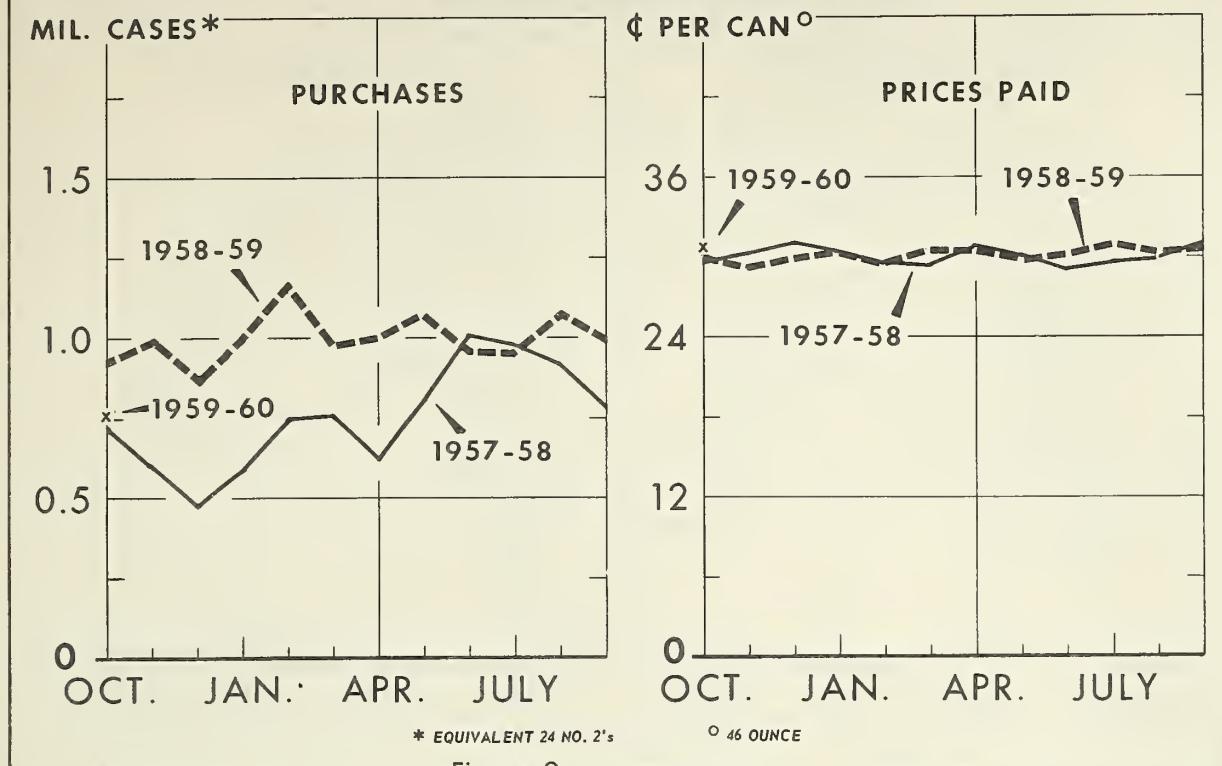
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average :			: 1958-59 : 1954-55/ : 1959-60 : 1958-59 : 1957-58 : 1959-60 : 1958-59 : 1954-55/			: Average :		
	: 1959-60 : 1958-59 : 1954-55/ : 1959-60 : 1958-59 : 1957-58 : 1959-60 : 1958-59 : 1954-55/			: 1956-57 :			: 1956-57 :		
	1,000	1,000	1,000	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.		431	373		3.4	3.6		30.1	27.5
Dec.		390	340		2.8	3.0		30.5	28.2
Oct.-Dec.		1,304	1,190						
Jan.		440	359		3.5	2.9		30.6	28.0
Feb.		421	383		3.3	3.2		31.5	27.8
Mar.		444	385		3.7	3.2		31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.		517	420		4.0	4.4		30.3	27.5
May		461	524		3.6	3.7		31.7	27.0
Jun.		568	581		4.2	4.1		29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.		542	621		3.9	4.6		29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-59 (10)

AGRICULTURAL MARKETING SERVICE

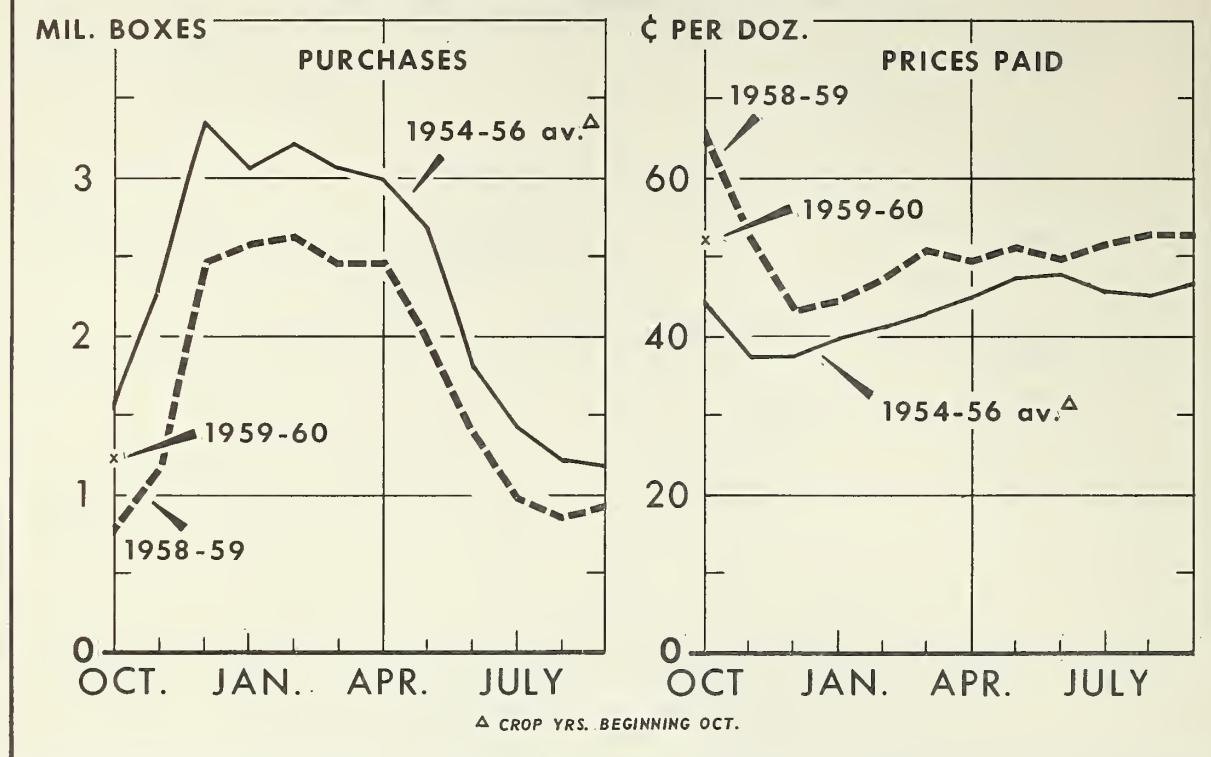
Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.		997	599		9.1	6.0		29.4	30.4
Dec.		862	471		7.5	5.0		30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.		1,026	585		8.9	5.9		30.3	30.4
Feb.		1,169	748		9.9	6.9		29.7	29.6
Mar.		973	755		8.6	6.9		30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.		1,000	621		8.5	6.3		30.5	30.9
May		1,079	808		9.4	7.3		29.9	30.2
Jun.		963	1,068		8.1	9.2		30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.		956	973		8.4	8.8		30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

FRESH ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59(10) AGRICULTURAL MARKETING SERVICE.

Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

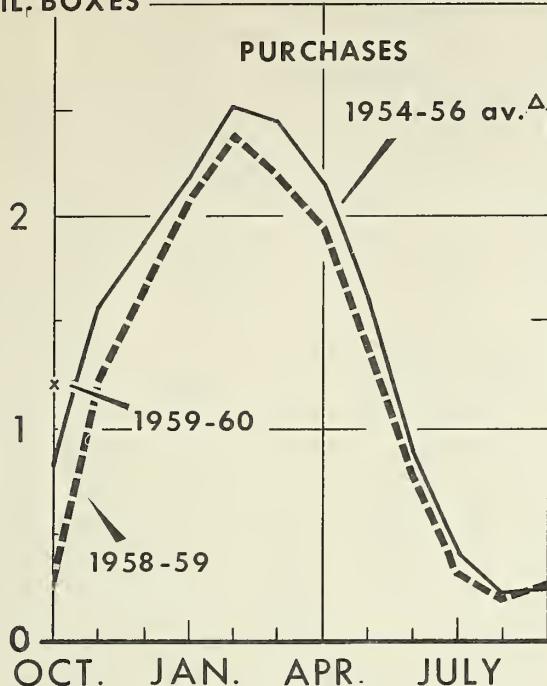
Period 1/	Purchases			Families buying			Prices paid per dozen		
	: Average			: 1958-59 : 1954-55/ : 1959-60 : 1958-59 : 1957-58			: 1958-59 : 1954-55/		
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.		1,176	2,276		26.3	36.8		52.3	37.5
Dec.		2,474	3,360		44.8	48.1		43.4	37.9
Oct.-Dec.		4,749	7,900						
Jan.		2,585	3,060		41.8	41.2		44.6	39.9
Feb.		2,623	3,214		42.8	44.0		46.6	40.9
Mar.		2,465	3,059		40.5	39.7		50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.		2,466	2,986		38.2	33.7		49.9	44.8
May		1,976	2,682		34.5	32.1		51.2	47.4
Jun.		1,401	1,801		27.5	24.2		49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.		992	1,422		19.9	17.0		51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season		22,269	30,113					49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

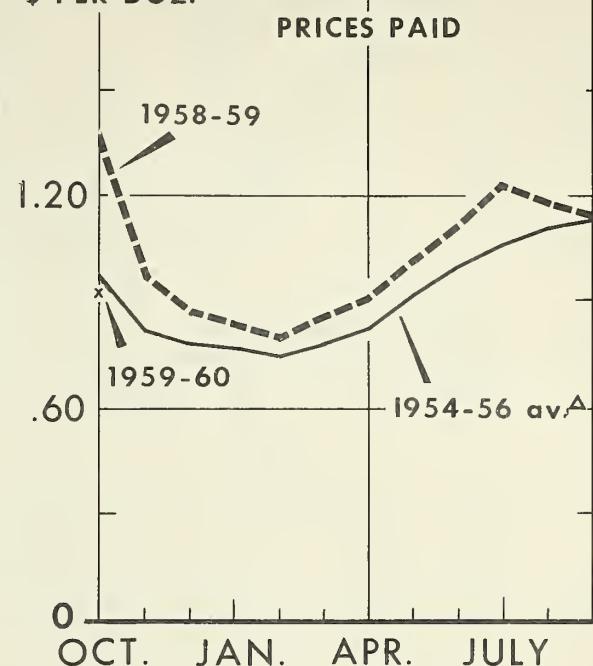
FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid

MIL. BOXES



\$ PER DOZ.



▲ CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658-59(10) AGRICULTURAL MARKETING SERVICE

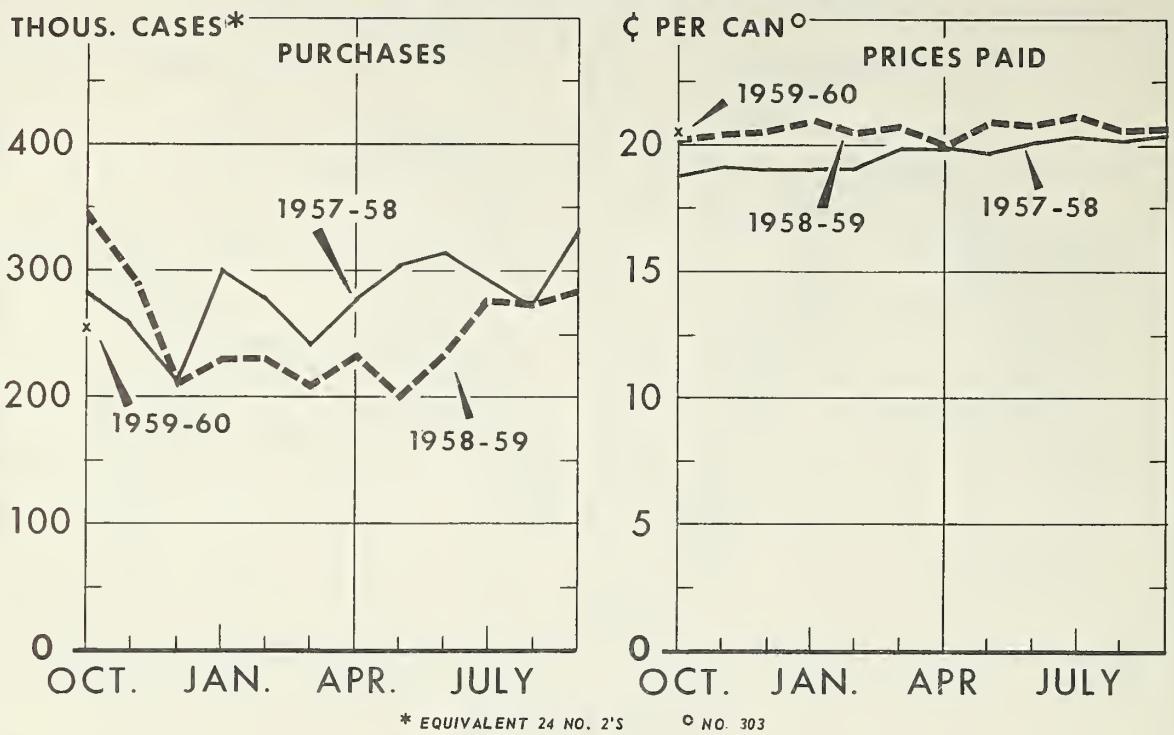
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	: Average :			: 1959-60 : 1958-59 : 1954-55/			: 1959-60 : 1958-59 : 1954-55/		
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.		1,243	1,583		23.4	26.6		96.7	82.4
Dec.		1,664	1,889		25.0	24.8		87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.		2,105	2,199		28.4	27.7		83.6	77.4
Feb.		2,376	2,526		30.4	31.4		80.8	74.3
Mar.		2,178	2,440		28.2	30.1		86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.		1,958	2,153		26.6	23.7		91.2	82.1
May		1,383	1,587		20.1	18.4		101.4	91.5
Jun.		774	896		13.2	10.0		111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.		312	421		6.3	5.3		122.7	105.9
Aug.		200	225		4.3	3.3		118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season		15,961	18,519					91.8	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

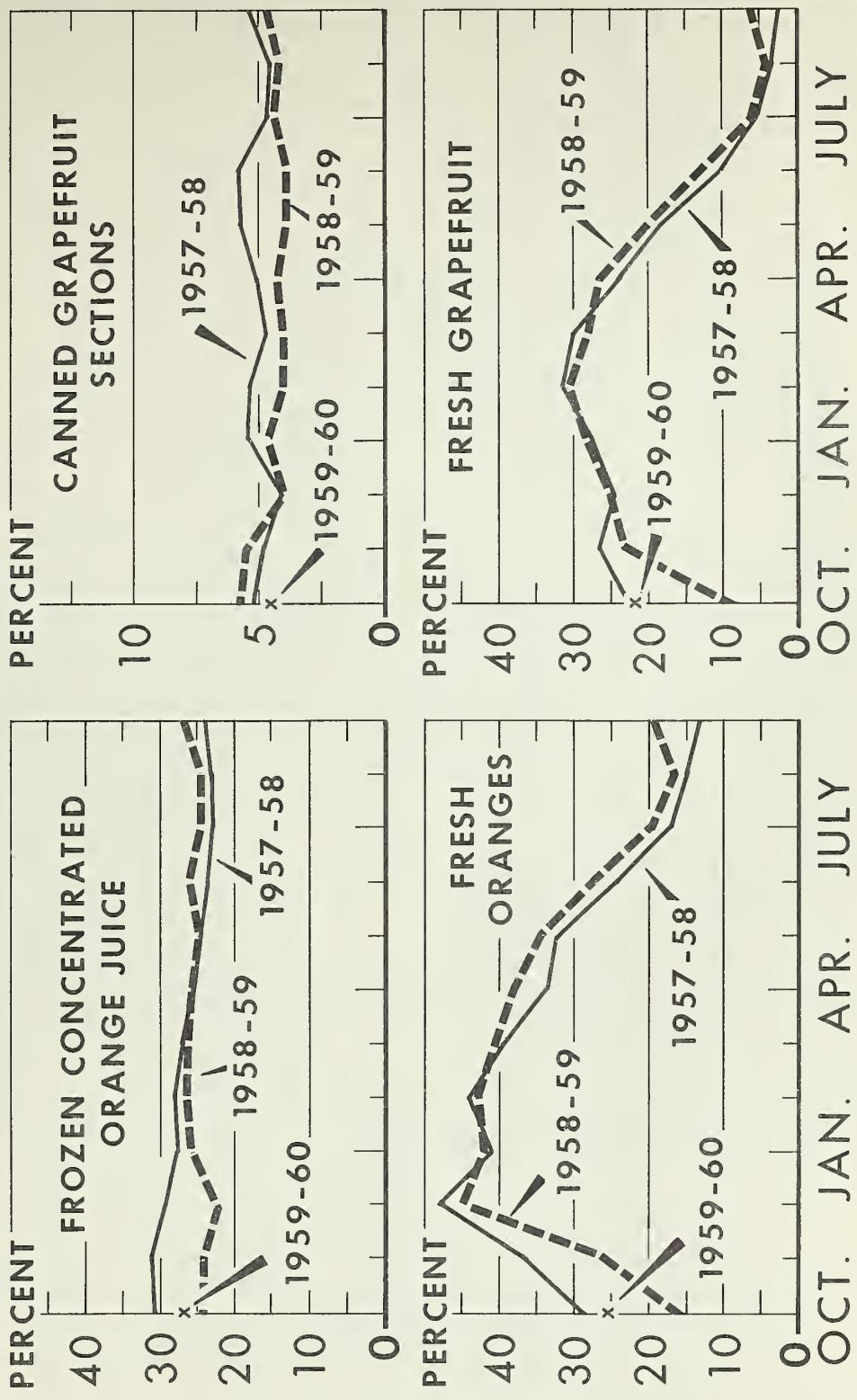
NEG. 6654-59(10) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.		289	256		5.5	4.8		20.4	19.1
Dec.		211	209		4.0	4.1		20.5	19.0
Oct.-Dec.		897	803						
Jan.		229	300		4.6	5.4		21.0	19.0
Feb.		230	279		4.1	5.3		20.4	19.0
Mar.		209	240		4.1	4.7		20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.		231	278		4.3	5.1		20.1	19.8
May		200	303		3.9	5.7		20.9	19.7
Jun.		233	312		3.9	5.8		20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.		276	292		4.4	4.7		21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT

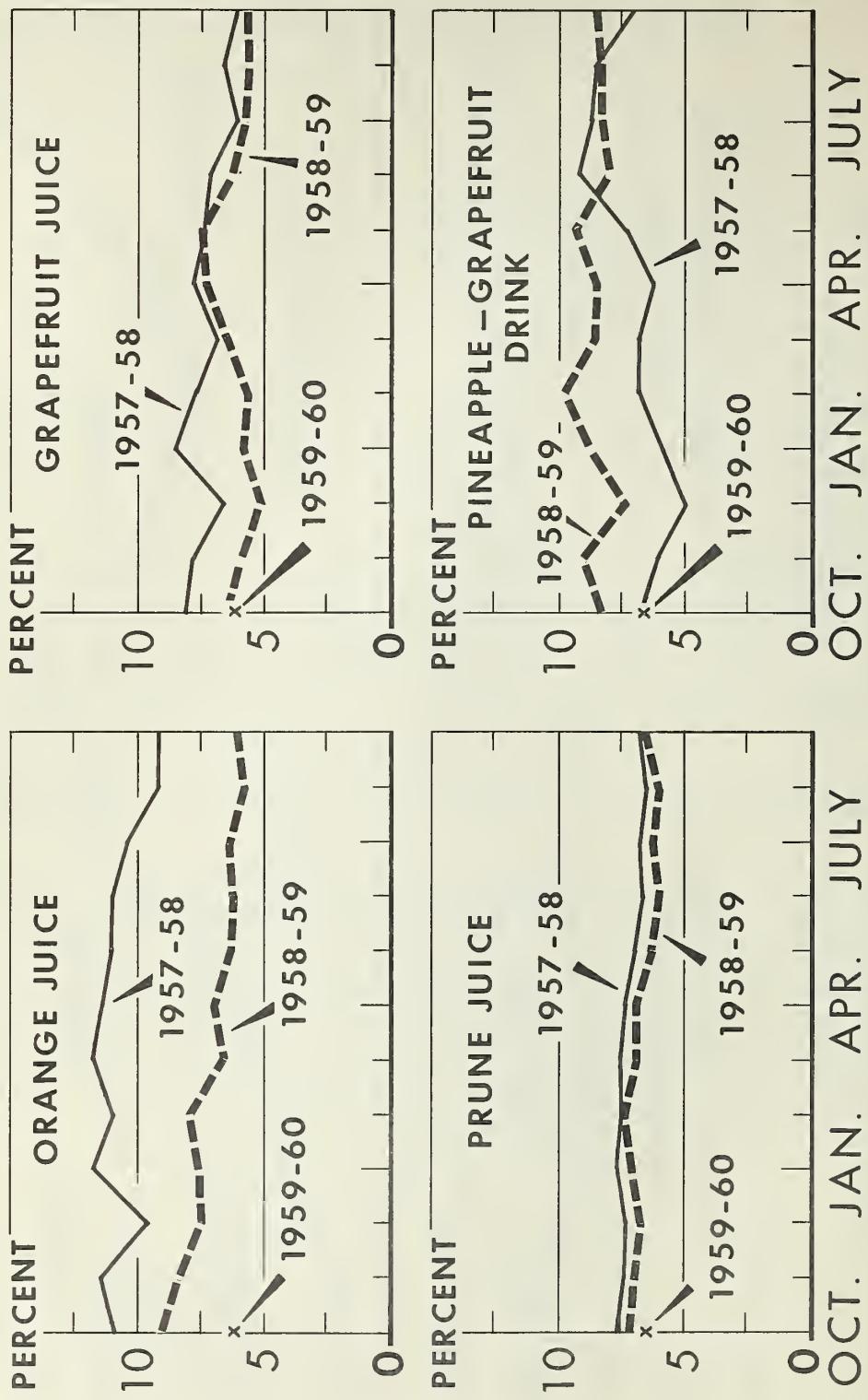


U. S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 7550-59 (10) AGRICULTURAL MARKETING SERVICE

PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES



U. S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 7551-59 (10) AGRICULTURAL MARKETING SERVICE